



Media Integration With QuickTime

Session 603





Media Integration With QuickTime

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Topics Covered

- Integration of QT's many formats
- Interactive technologies
- Third-party components
- New features for interactivity



Session Overview

- Linear media/Mixing media
- Interactive media
- Server communication
- New features
- Lots of demos
- Build something





Demo

Ben Bandt-Horn

Introduction

- What is QuickTime?
 - Audio/Video
 - More formats than anyone
 - Mix it all up (providing exciting new possibilities for enhancing one's content)
- How does it work?



Linear Media

- Traditional A/V
 - MPEG 4
 - Streaming
 - Tons of still image formats
 - Music Tracks (MIDI)
 - Effects
 - Tweens



New MPEG-4 A/V Codecs

- Lower CPU requirements
- Good for combining with other stuff



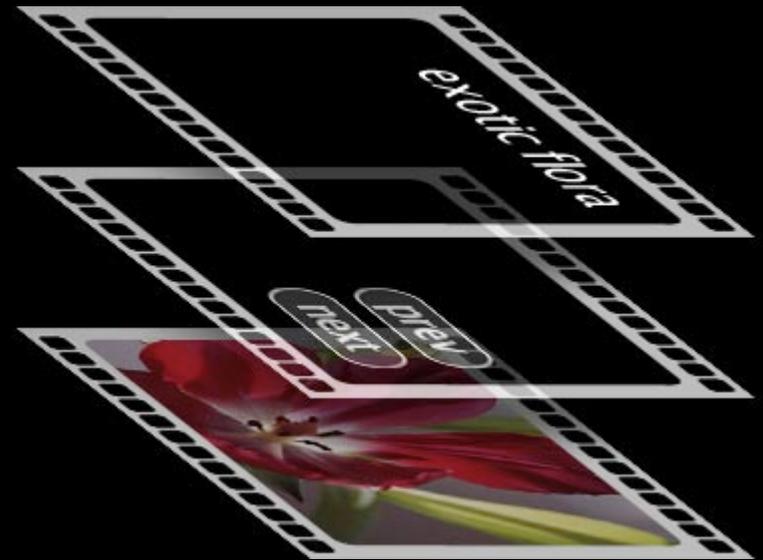


Demo

MPEG 4 & Flash

Compositing

- Tracks are Layered
- Numerous Graphics modes
- Updated Raw Codec, ICM



Media Skins

- Customize presentation experience
- Simple mask
- Travels with the content
- Mac OS 9, X, Windows
- Simple XML Authoring





Demo

Compositing, Skins

Interactive Media

- Sprites
- Flash 5
- Text
- VR
- Movie media
- All that Linear media



Sprites

- Images animated over time
 - Use any codec
 - Many graphics modes
 - Tweened or Differenced
- Hit Testing
- Wired Actions
- Overrides
- Load External Images—NEW!





Demo

Sprites

Text

- Live, editable text
- Anti-aliased, keyed
- Hotspots
- HREFs
- Chapters—Enhanced!
- Wired Actions



QuickTime VR

- Image-based Virtual Reality
- Panoramas, Objects
- Multi-node scenes
- Hotspots
- Wired Actions







Movie in Movie

- Independent Timebase
- Load any QT-playable media
- Swap content dynamically





Demo

Movie Media

Flash 5

- Compact
- Compositing
- Authoring
- Wired Actions
- New
 - HTML text
 - XML handling
 - ActionScript





Demo

Flash 5

Third-party Components

- QT's Component Architecture
- New media types
- Mix with other QT media
- QT Component Download Program



Third-party Components

- Indeo
- On2 VP3
- Streambox
- ZyGoVideo
- BeHere
- iPIX
- Pulse 3D
- Zoomify
- And more to come . . .





Demo

Third-party Components

Multimedia

- Mix those media types





Demo

Multimedia

Inter-Movie Communication

- Send messages between movies
- Manipulate properties of other movies



XML, via qtlists

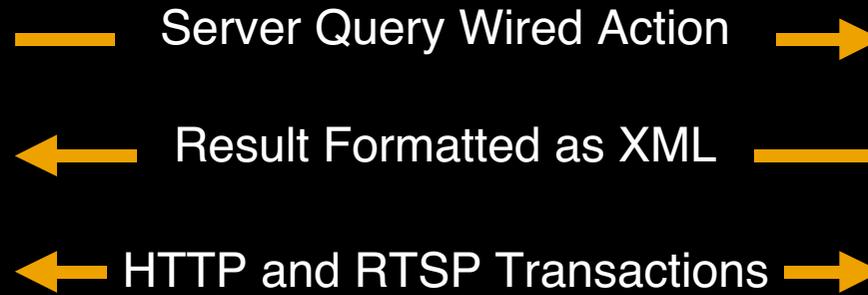
- Qtlists
- As config files
- Pass them via plugin! NEW!
- Server communication



Server Communication



1 Movie



**cgi's
MySQL db
Apache
QTSS**





Demo

XML, via QT Lists

Summing Up

- Only QuickTime:
 - Supports a Zillion Media Types
 - Combines them elegantly
 - Lets them interact
 - Lets them talk to the world
 - Looks the same on every platform





Demo

In Closing...

Thank You



QuickTime Roadmap

600 The State of QuickTime in 2002

Room A2
Wed., 9:00am

601 Building QuickTime-Savvy Apps

Room A2
Wed., 10:30am

602 QuickTime for Video-Intensive Applications

Room A2
Wed., 2:00pm

603 Media Integration With QuickTime

Room A2
Wed., 3:30pm

604 Delivering Content via Interactive QuickTime

Room A2
Wed., 5:00pm



QuickTime Roadmap (Cont.)

FF010 QuickTime

Room J1
Fri., 10:30am

606 QuickTime for the Web

Room A2
Fri., 2:00pm

**607 QuickTime and MPEG-4:
A Technical Overview**

Room A2
Fri., 3:30pm



Reminder

The QuickTime Engineering Team
Is Holding a “Hands-On Lab” Everyday
From 1:00—4:00pm in Room G . . Stop By!



 **WWDC2002**

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 **WWDC2002**